

**METHOD AND APPARATUS FOR ONLINE CREATION AND
SALE OF CUSTOM LOCAL STORE MARKETING MATERIALS**

ABSTRACT OF THE DISCLOSURE

A method and apparatus for producing marketing materials for a retail establishment. A corporate sponsor generates marketing material information for use by franchisees in marketing products and services supplied by the corporate sponsor. The marketing material information is stored on a Web server accessible by the franchisees. The franchisees use the marketing material information to generate proposed marketing material designs. The proposed marketing material designs are submitted electronically to the corporate sponsor for approval. If approved, the marketing material designs are electronically transmitted to a printer where the actual marketing materials are produced and shipped to the franchisee.

FLC/flc

MC PAS364528.1-* -7/11/01 5:29 PM